Rhetorical Devices Used by Leaders in Political Power

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ABSTRACT: here I will write a summary of my paper

Keywords

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2-14-16

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Eng 201

Rhetoric in Leaders

What makes somebody a good leader? Some of the qualities that make good leaders are passion, good ideas, influence, and how you present all of these to the people while you speak. Public speaking is how most people gain support of voters. Being able to present your ideas in a way people an organized manner and having people agree with your ideas will influence the people to vote for you.

This is very relevant today with the presidential election of 2016. Each candidate has been presenting their ideas to the public and having debates on different matters pertaining to the United States trying to gain support of a majority of Americans. Some of these people are portraying their ideas and can be seen as great possible leaders to some and poor leaders to others. In order to win over a majority of voters these candidates are coming up with great ideas to improve America for the citizens and encourage voters to support their campaign. Throughout history this is how America has elected their leaders and has proved to be system that works for the citizens. The people of America can choose each candidate based on how they present themselves and their ideas for the next president of the United States. Although not everyone will agree on the same person they can be kept up to date on what each candidate has to offer by watching the presidential debates. Just listening to these potential presidents talk you can hear through their language many different traits: passion, emotion, trustworthiness, professionalism, and sincerity. Along with the ideas that these candidates present the rhetoric in which they present these ideas is also a big part of how they will be seen by American voters.

A great example of how rhetoric affects the view of a presidential candidate would be Donald Trump. Mr. Trump has been seen as the candidate who is not politically correct and talks to the people of America in a way that someone would talk to a friend. This is interpreted to some as a nonprofessional approach to candidacy as all presidents in the past have been always seemed professional. This is also a good way to get more publicity on the news networks. Almost every time the news is talking about presidential candidates they are talking about something new that Donald Trump has done or been a part of. In fact when searching Ted Cruz on google the first result was a video of Donald Trump repeating a vulgar word used to describe Ted Cruz from someone in the audience of candidate Trump’s rally. His choice to take this approach has given him a lot of publicity in this candidential race but his publicity shouldn’t be mistaken for popularity. Although the amount of mentions he got is almost double the amount as any other candidate, Donald Trump is in third place for amount of supporters. (Foxnews 2016) Trump’s supporters remain faithful to his race even though he mocks many people including a disabled reporter who did a story on Trump and even the leaders of other nations including China. The approach Trump is taking to his presidential race is an approach unseen in the past causing some Americans to like his style but others to despise him as a person.

Another candidate for the 2016 presidential election is Hillary Clinton. Hillary Clinton is one of the first women to run for office. This alone shows courage. Hillary takes a professional approach to candidacy and is politically correct in her speeches. Hillary does a good job of saying what she has to say clearly but does not provide a lot of example how these plans would execute. She touches on many topics in the recent debates and has good ideas that people support including more opportunities for jobs, clean and renewable energy, and equal rights and pay for women in the workplace. (Clinton 2016) These things are all important topics in the eyes of Americans which inspires people to support her. Although she is quick to the point while also using a lot of emotion. This helps people realise that she is passionate on leading the United States as president. When she speaks about gun control and police brutality she is very persuasive in the fact that she knows things need to change and presents that to America in these debates. Americans support Hillary Clinton because of her stance on many issues. She is trying to create equal opprotunities for all american citizens and wants to make America safe as well. Some people do not support Hillary Clinton because they think the only reason her name is so well known is because of her husband Bill Clinton. Although this could be seen as a double standard if someone takes a look at past leaders and their family connections. Franklin Roosevelt was a fifth cousin of Theodore Roosevelt who both were president of the United States. George Herbert Walker Bush, the 41st president of the United States, had a son George W. Bush who also became president. There is no difference between these family connections helping them gain popularity.

Bernie Sanders is also one of the more popular candidates for the United States election. Bernie also takes a professional approach when speaking to the public. His stance on the issues are very definitive in how he wants to change things as president. He has ideas that a lot of Americans agree with that have not been implemented before. One of the stances that he takes is how higher education is a right not a privilege. His opinion that everyone has the right to go to college even those who can’t afford it is controversial because Americans would have to pay for it, although giving the opportunity to people who could not afford it and having these students do well would help to strengthen the economy. This idea shows the passion that he has for lower class people to achieve a higher education especially coming from his lower middle class background. He wants to give equal opportunity for all Americans and not discourage people from a lower class from pursuing higher education.

President Obama has had many speeches in his eight years of presidency. He is a very organized and professional public speaker. When giving his inaugural address in 2009 he addresses all the weak points of America and what actions are needed to fix them, right away showing his dedication to leadership and plan of action to follow through on. Obama has also given many speeches after mass shootings sympathizing with Americans after awful times of crisis showing his passion for the people of the united states. He has also launched a health care program trying to give people equal rights to health care in the united states making it available to all. In Obama’s eight years as president he has accomplished a lot and has been leading the country in a promising direction.

Rick Snyder is another person in political power who has showed rhetoric in his speaking. After the incident with Flints water Rick Snyder had to make a public apology, in which he doesn’t sound sincere. This decision to use water from the Flint river and the older pipes used to do so combined with the already high levels of lead caused a lot of problems. Ten deaths and over one hundred health problems have been linked to this change in water supply. Rick Snyder promised citizens that this will be fixed and says that he will make sure everyone has clean water every single day. In his speaking he promises the people a fix for their current situation and an immediate solution of the clean water but does not express a lot of emotion to all the people who were injured by this. Although he addresses all the issues and fixes for them he does not express any emotion and it seems like he is just reading most of the speech. In this way people he does not seem as sincere in presenting this to the people of Michigan.

<https://www.washingtonpost.com/news/the-fix/wp/2016/01/17/the-4th-democratic-debate-transcript-annotated-who-said-what-and-what-it-meant/>

top 10 presidential speeches

<http://billmoyers.com/content/ten-great-presidential-speeches/>

Obama’s greatest speeches

<http://mic.com/articles/23739/obama-s-5-greatest-speeches-ever#.kYtqgh7lK>

2016 presdiential canidate cheat sheet

<http://www.theatlantic.com/politics/archive/2016/02/2016-election/384828/>

Donald Trump and Bernie Sanders

<http://mobile.nytimes.com/2016/02/10/us/politics/new-hampshire-primary.html>

Donald Trump repeating vulgar word used to describe ted cruz

<http://www.cnn.com/2016/02/08/politics/donald-trump-ted-cruz-waterboarding/>

2016 election HQ

<http://www.foxnews.com/politics/elections/2016/presidential-candidate-debates>